



the GOVERNOR'S CONFERENCE on Small Business & Entrepreneurship II

Presented in Partnership with California
Small Business Development Centers

Tap Into the Power of
Connected
Small Business

Thursday, May 6

**Oakland Marriott
City Center**

Registration \$99

The Invitation

Governor Arnold Schwarzenegger invites you to bring your knowledge, networks, and energy to join hundreds of fellow small business owners and entrepreneurs to discover and share new possibilities for the California recovery. The Governor will share his own insights about prospects for the state's future. We will also feature other exciting and insightful guest speakers.

The Experience

The Governor's Conference will gather California's most inspired and innovative small business owners and entrepreneurs to create a forum for ideas, inspiration, and practical solutions that will drive the entrepreneurial economy forward into its next era of prosperity. Practical, hands-on breakout sessions will offer insights and networking opportunities to help small business owners discover useful tools to navigate the current economic turmoil.

Topics include (partial listing):

Innovations in Social Media and Marketing:

The use of emerging web tools to grow your business: from Twitter to targeted email marketing

Finding New Customers – Selling to Government Agencies and Big Businesses:

Tips and strategies for finding and successfully competing for contracts from local, state, and federal agencies, as well from some of California's biggest businesses

"Greening" Your Business: Comprehensive strategies for capitalizing on the emerging green economy

Access to Capital: How Small Businesses can gain access to all types of financing – from SBA to angels

International Trade: The world is California's market; how small businesses can participate as exporters and importers to expand their customer base.

Small Business: Leading the Recovery

In every rebound from economic downturns, small businesses have led the way. Already, inspired by opportunities of the emerging "green" economy, California's small businesses and entrepreneurs are developing and marketing new products and services to meet the next wave of consumer and business demand. Expansion of business will mean expansion of jobs and an increase in the overall wealth of the state. The state is committed to a robust partnership with our small businesses to do whatever it can to support and encourage the recovery.

Building the Network

At the first Governor's Conference on Small Business & Entrepreneurship in Los Angeles during Global Entrepreneur Week in November 2008, 300 small business owners and trade association members created a series of recommendations to improve the state's support of small businesses. They created a powerful network that supports their colleagues and associates with new ideas, policy directions, suppliers, and customers. This conference will build upon that network, giving those in attendance access to expanded opportunities via people, networks, and knowledge.

For registration, vendor and hotel information, please visit:
www.californiasbdc.org/governorsconference